Code of Ethics for Drug Advertisements

4259. SHRI RS. GAVAI : Will the Minister of CHEMICALS AND FERTILIZERS be pleased to state :

(a) whether Government propose to release new code of ethics for drug advertisements in the country;

(b) if so, the details thereof;

(c) whether any Committe has been constituted for suggesting responsible advertisement of drugs in the country;

(d) if so, the recommendations of the Committee; and

(e) the action proposed by Government thereon?

THE MINISTER OF STATE IN THE MINISTRY OF CHEMICALS AND FERTILIZERS (SHRI RAMESH BAIS): (a) to (d) Committee constituted by the Department of Indian System of Medicine and Homoeopathy (ISM and H) to formulate a code of ethics for advertisement of drugs has submitted its recommendations. These recommendations *interalia* focus on the need for preventing the following statements in advertisements promoting drugs (1) statements that are offensive to good taste. (2) that are misleading in terms of safety, usage or immediacy of relief in advertisements, (3) which create fear or apprehension in the public mind, (4) that allow offer of rewards or other inducements leading to excessive use of drugs, (5) that give an impression that a medical consultation or surgical operation is unnecessary and (6) that refer to or imply references to statutory bodies, international agencies etc.

(e) It is proposed to take a final view after consultations with concerned Departments, and other relevant stakeholders.

Diversification of IFFCO to Insurance and IT Sector

4260. SHRI DIPANKAR MUKHERJEE: Will the Minister of CHEMICALS AND FERTILIZERS be pleased to state:

(a) whether Government's attention has been drawn to the new item, "IFFCO to diversify into insurance, IT sector", appearing in 'The Observer' (New Delhi) dated 7th April, 2000; and

(b) if so, the reasons for such diversification, instead of reviving country's sick fertilizer plants under PSUs?

THE MINISTER OF STATE IN THE MINISTRY OF CHEMICALS AND FERTILIZERS (SHRI RAMESH BAIS): (a) Yes Sir.

(b) IFFCO's growth plans were discussed in the Board with a view to take decisions regarding future investments. Investment in Insurance sector was considered as one of the thrust areas having business potential. It may be mentioned that the investment decisions are taken by the Board of IFFCO subject, however, to the approval of the Government, if required.

Pricing Commitment for Urea from Oman-India Fertilizer Project

4261. SHRI R.S. GAVAI: Will the Minister of CHEMICALS AND FERTILIZERS be pleased to state :

(a) whether the Government have taken any decision on the long-term pricing commitment for the off take of urea from joint venture Oman-India fertilizer project;

(b) if so, the details thereof;

(c) if not, the reasons there for ;

(d) whether Government are facing resistance from the Planning Commission and Finance Ministry against the fixed price agreement;

(e) if so, the details thereof; and

(f) the reaction of Government thereto?

THE MINISTER OF STATE IN THE MINISTRY OF CHEMICALS AND FERTILIZERS (SHRI RAMESH BAIS): (a) to (f) Approval for setting up an ammonia-urea complex in Oman in joint venture with oman Oil Company was accorded by the Government of India in 1997. On account of subsequent sharp decline in urea prices in the international market, it became necessary to revise and restructure the project. The restructured project inter alia includes the long term pricing commitment. The government will take a decision on the long term pricing commitment on merits after taking into account all relevant factors.

Synthetic Fibre Industry

4262. SHRI RAMACHANDRA RUMANDALA : Will the Minister of CHEMICALS AND FERTILIZERS be pleased to state :

(a) whether the synthetic fibre industry is facing shut down on account of foreign competition; and